



FY 2004 Top 200 Users Survey Report

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PREFACE

TOP 200 USERS SURVEY REPORTING CONDUCTED BY THE DEFENSE TECHNICAL INFORMATION CENTER

The Defense Technical Information Center (DTIC) has surveyed its registered customers since FY 1999. There are two surveys conducted annually:

Top 200 Users Roughly 200 users defined in terms of dollar value of billing, number of documents ordered, and documents downloaded from Private STINET. All 200+ users were surveyed. The Top 200 Customer Satisfaction Survey focuses on responses of specific customer groups whose use of DTIC's products and services can have a profound effect on DTIC as a whole.

Customer Satisfaction Survey A complete sampling (census) method of all users, excluding those in the Top 200 Survey.

Top 200 Users Survey Results: How Do We Measure Up?

An important part of this survey was to compare DTIC's Overall Customer Satisfaction rating against the Federal Government American Customer Satisfaction Index (ACSI). The 2004 Top 200 findings show a majority of the respondents were positive in their evaluation of DTIC and reported a rating of 80 percent for overall customer satisfaction. A comparison between the latest Federal ACSI and DTIC's rating shows DTIC to be above the federal baseline/benchmark score by nine (9) points. This is illustrated in the graph below.

Customer Service Elements	FY 2002 Top 200 Users Survey	FY 2003 Top 200 Users Survey	FY 2004 Top 200 Users Survey
DTIC Customer Satisfaction Rating	82%	79%	80%
ACSI Federal Government Benchmark*	71.1%	70.2%	70.9%
DTIC Excels by	+10.9	+8.8	+9.1

*ACSI is the official service quality benchmark for the Federal Government

Note: Data relevant to this chart is detailed in Part II

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2004 Top 200 Users Data Summary

Part I: Introduction

Purpose: In FY 2004 the Defense Technical Information Center (DTIC) conducted the Top 200 Users Survey. This survey has been administered annually by the Proactive Customer Advocacy Program (PROCAP) since 1999 to gather input from core users about DTIC's products and services that influence customer satisfaction. The overall objective of this survey is to gain a strong understanding of how well DTIC's products and services are meeting the customers' needs and expectations. This report summarizes the results of the 2004 Top 200 Users Survey and identifies historical trends for selected questions when appropriate. Collectively, the report allows us to evaluate and work towards the following specific objectives:

- To improve customer retention
- To determine the perceived quality of products, service and customer care
- To indicate trends in products, services and customer care
- To benchmark our customer satisfaction results with other federal government agencies

Methodology: Web-based and e-mail surveys were the primary collection methods selected for this effort. In addition, one-on-one telephone follow-ups were used to gather contact information in order to increase the response rate. There were 210 eligible "Top 200" users for this survey effort. They were extracted from the total number of DTIC registered users based on total dollar amount spent on DTIC products and services, total number of documents ordered, and total number of documents downloaded (excluding those documents downloaded from Public STINET). Those users with the highest figures were selected and considered to be our "core users." After three e-mail contact attempts, 115 users responded to the survey. Statistically, the survey results are reliable. The overall results of the survey have a precision of +/-11 percent at the 95% level of confidence. The overall response rate was 55 percent, a decrease of five (5) percentage points in comparison to last year's response rate.

Possible reasons why 45 percent of Top 200 users did not respond to the survey are the following:

- User data was for 2003. Could not contact user due to invalid contact information or user no longer with organization
- User would not answer survey (too busy, does not complete surveys, not familiar enough with DTIC to answer)
- User did not receive original survey because of e-mail server problems
- Staff shortages in the PROCAP limited the calling effort to increase response rate

Important Note: When considering the results of **Part I** of the survey process, it is important to recognize not only the characteristics of the core customers who could not be surveyed due to lack of valid contact information but also the 45 percent who either did not get the survey or who did not respond. Analysis of the survey results will always need to be tempered by considerations of who did or did not respond and to what extent those who responded have the same characteristics or views as those who did not respond.

Comparative Analysis of DTIC Users FY 2003 Operational Data:

The operational data for the Top 200 users continue to demonstrate the importance of our core users. The 2003 Top 200 operational statistics show the high impact these users have on DTIC's overall business results. These core users account for a significant amount of DTIC's total billing and documents ordered. Core users are also responsible for more than half of the downloaded documents. These findings are illustrated in Fig 1.1. The chart breaks down the total FY 2003 billing and continues to show the importance of these core customers.

Comparative Analysis of DTIC Users Annual Billing, Documents Ordered, Downloaded Documents			
DTIC Operational Data	All DTIC Customers	Top 200 (210 actual users)	Overall % (Scale: 1-100)
FY 2003 Billing	\$368,074.00	\$280,331.00	76%
Documents Ordered	333,892	259,375	78%
Downloaded Documents*	7,999	4,855	61%

*Note: Excluding those documents downloaded from Public STINET

Fig 1.1

Overall Findings

(Data relevant to the overall findings below are detailed in Appendix B)

Customer Service Issues

- ◆ Eighty percent of surveyed respondents reported that they were satisfied with the level of DTIC's customer care. *(reference page 36)*
- ◆ The Customer Satisfaction rating for each of the eight (8) customer quality care factors fell within the range of 74 percent to 86 percent. *(reference page 36)*

DTIC Offerings

- ◆ The overall satisfaction score for Public STINET had a slightly lower percentage level of 75 percent as compared to Private STINET at 80 percent. *(reference pages 37& 38)*
- ◆ The most widely used product or service DTIC had to offer for 2004 excluding Public and Private STINET was ECAB at 49 percent. *(reference page 38)*
- ◆ The overall satisfaction level for the Registration process was 76 percent. *(reference page 41)*
- ◆ Eighty-two percent of Top 200 respondents indicated a need for classified information. *(reference page 41)*

User Demographics

- ◆ Slightly less than half of respondents were DoD employees. *(reference page 41)*
- ◆ Sixty-six percent of users responding were Librarians. *(reference page 42)*
- ◆ The vast majority of core users reported that they primarily act as information providers to others. *(reference page 42)*
- ◆ A significant majority of users reported being registered with DTIC for six or more years. *(reference page 42)*

Communications, Access and Information Requirements

- ◆ The majority of Top 200 respondents reported hard copy document delivery times met their expectations. *(reference page 37)*
- ◆ Ninety percent of respondents indicated that their information needs are being met by searching DTIC's collection. *(reference page 44)*

- ◆ The majority of users prefer email as the primary means of receiving information updates, followed by listserv announcements. (*reference page 44*)
- ◆ Respondents reported they are satisfied that DTIC does an adequate job in communicating information about new changes and/or enhanced products and services offerings, training opportunities, etc. (*reference pages 44 & 45*)
- ◆ Eighty-eight percent of respondents continue to report that it is very important to extremely important to speak with a "live person" when contacting DTIC. (*reference page 46*)

General Findings

- ◆ Core users continue to highly rate the importance of DTIC to the accomplishment of their business objectives. (*reference page 36*)
- ◆ Users reported that DTIC has a "high" to "very high" impact in supporting their overall mission. (*reference page 36*)
- ◆ Ninety-four percent of core user respondents would recommend DTIC to colleagues. (*reference page 36*)

Part II: Global Customer Service

Performance Rating Review

Overall Customer Satisfaction Performance Ratings:

This year DTIC maintained a high score in the customer care performance ratings. Eighty percent of surveyed respondents reported that they were satisfied with the level of DTIC's customer care. The aggregate score rose by one (1) percent from last year. Fig 2.1 below reflects customer service performance over a three-year period:

Comparative Analysis of Customer Satisfaction (Customer Care) Performance Rating

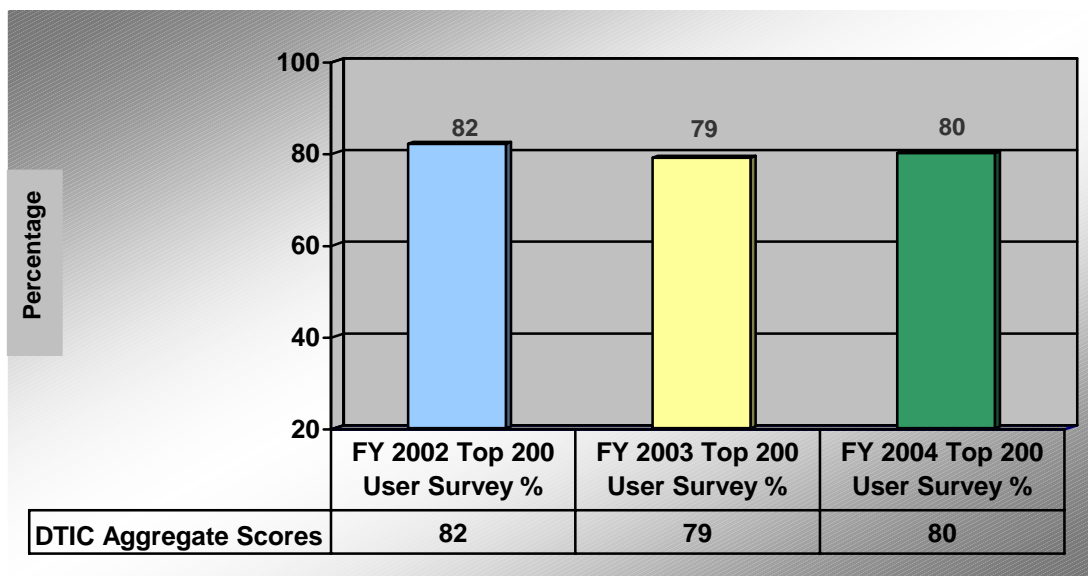


Fig 2.1

The customer satisfaction performance rating is calculated by asking our users to rate their level of satisfaction in eight distinct quality care areas. The response data are displayed in Fig 2.2.

Interesting Facts about DTIC's Customer Satisfaction Performance:

- The Customer Satisfaction rating for each of the eight (8) customer quality care factors fell within the range of 74 percent to 86 percent.
- Since 2001, three quality factors that largely depend on automated systems (Accessibility, Responsiveness, and Speed of Service) remain DTIC's lowest scoring quality factors.
- This year shows positive fluctuations with the previously mentioned three quality factors, demonstrated by a seven (7) point total increase in comparison to 2003.
- Scores for Accuracy, Courtesy, Helpfulness, Knowledge and Professionalism (customer support staff qualities) remained fairly steady for the current and previously surveyed years, resulting with Courtesy having the highest mark at 86 percent.

DTIC's Overall Customer Care Quality Factors/Elements	FY 2002 Top 200 Users Survey	FY 2003 Top 200 Users Survey	FY 2004 Top 200 Users Survey	Performance Gap FY 2003-FY2004
Accessibility (Easy to access staff)	72%	72%	74 %	+2
Accuracy (Provided correct info)	82%	80%	83%	+3
Courtesy	88%	85%	86%	+1
Helpfulness	86%	84%	83%	-1
Knowledge	83%	83%	81%	-2
Professionalism	86%	84%	84%	0
Responsiveness(Timely response)	78%	74%	76%	+2
Speed of Service	78%	72%	75%	+3
Aggregate Rating	82%	79%	80%	

Fig 2.2

Comparative Benchmarking - Comparison to American Customer Satisfaction Index (ACSI)

DTIC's Customer Service Results:

- DTIC's customer service is compared to the **2003 Federal Government American Customer Satisfaction Index (ACSI)** which surveys 64 Federal government user segments, including 35 Federal government Web sites.
- DTIC's composite data was matched for comparability with the common ACSI index scoring factors.
- The 2003 aggregate ACSI score for the Federal government rose by almost one (1) percent from 70.2 to 70.9.
- DTIC's 2004 Overall Top 200 Users Customer Satisfaction composite score is 80 percent.
- When measured in terms of the latest ACSI, the DTIC rating is above the established federal baseline/benchmark score by nine (9) points.

Customer Service Elements	FY 2002 Top 200 Users Survey	FY 2003 Top 200 Users Survey	FY 2004 Top 200 Users Survey
DTIC Customer Satisfaction Rating	82%	79%	80%
ACSI Federal Government Benchmark*	71.1%	70.2%	70.9%
DTIC Excels by	+10.9	+8.8	+9.1

*ACSI is the official service quality benchmark for the Federal Government

Fig 2.3

Importance of DTIC to Accomplishment of Business Objectives and Mission Support:

Respondents continue to perceive DTIC as offering a valued service to their business objectives. The vast majority of respondents (87 percent) acknowledged the importance of DTIC to the accomplishment of their business objectives . See Fig 2.4 for more details.

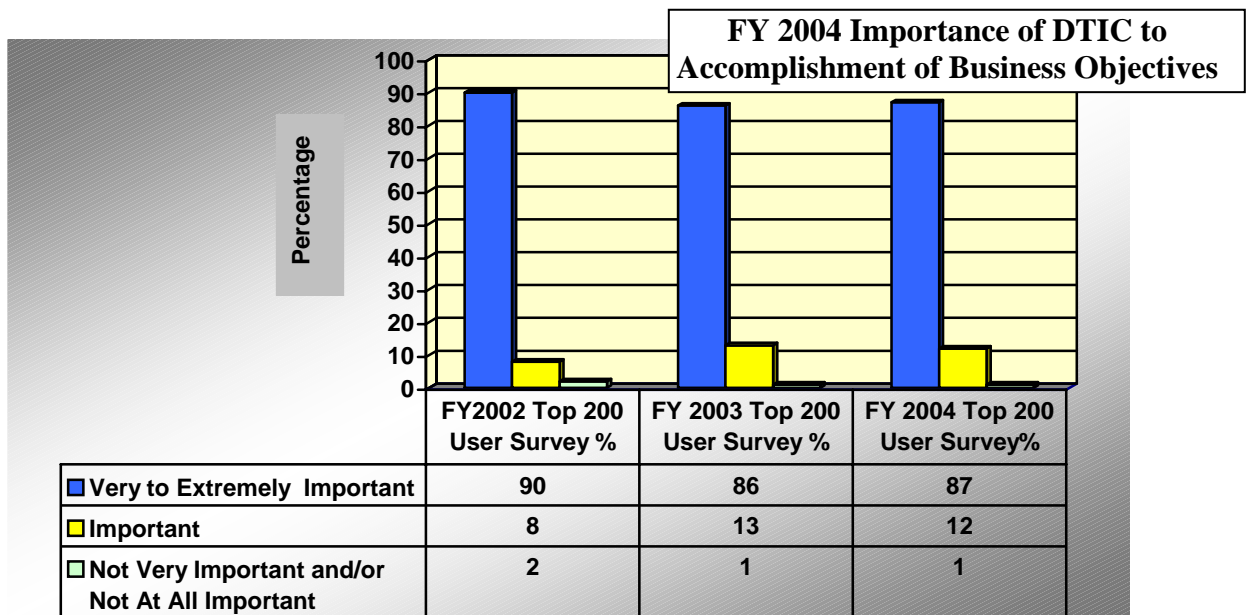


Fig 2.4

Seventy-seven percent of Top 200 respondents reported that DTIC has a “high” to “very high” impact in supporting their overall mission, although there is a three point decline in comparison to the previously surveyed year. See Fig 2.5 for more details.

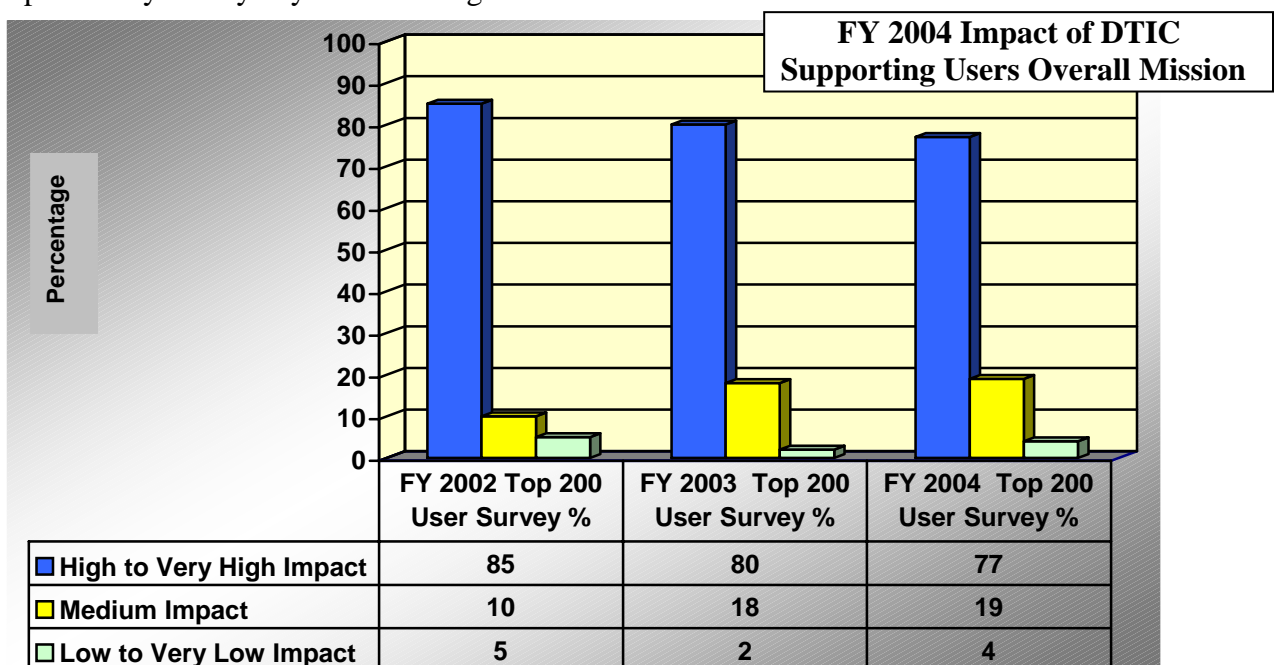


Fig 2.5

Recommending DTIC Product(s) and/or Service(s) to Colleagues:

The data gathered from the Top 200 survey tell us that respondents perceive DTIC as offering a valued service. We saw that respondents continue to acknowledge the importance of DTIC for their business objectives and mission support. Along with this finding, 94 percent of Top 200 respondents would recommend DTIC to colleagues. Although there was a decline in the rating from previous years, it still remains a positive evaluation of DTIC as a whole.

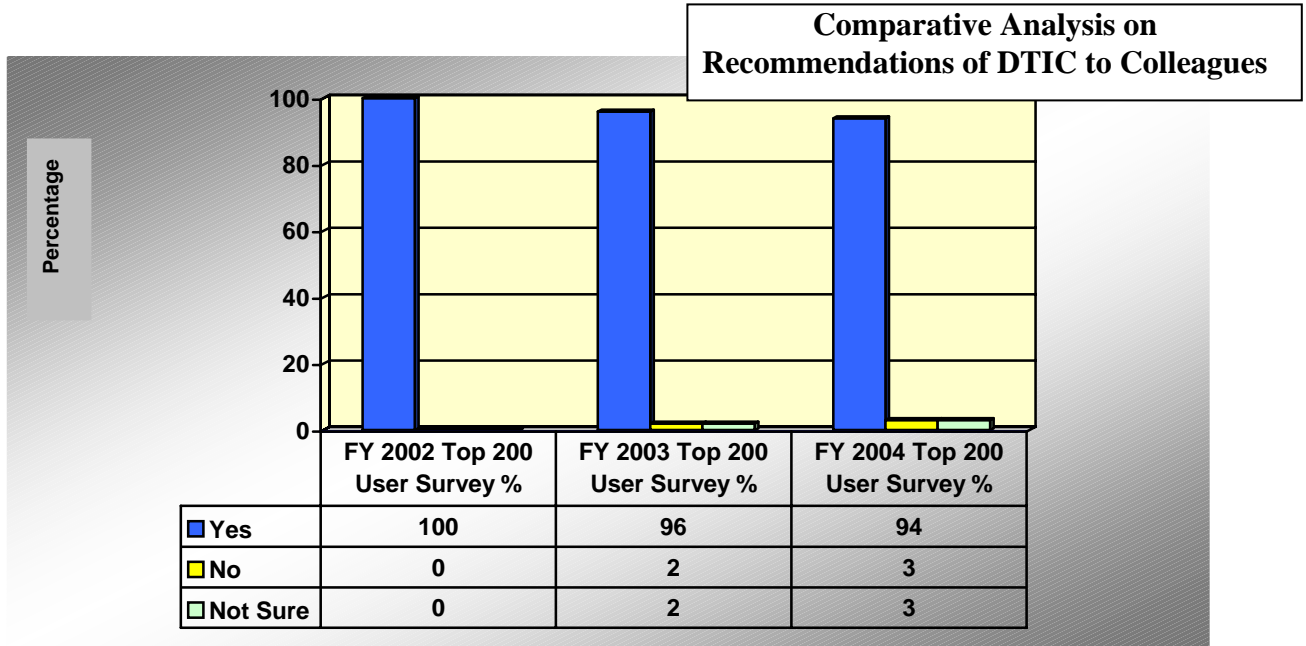
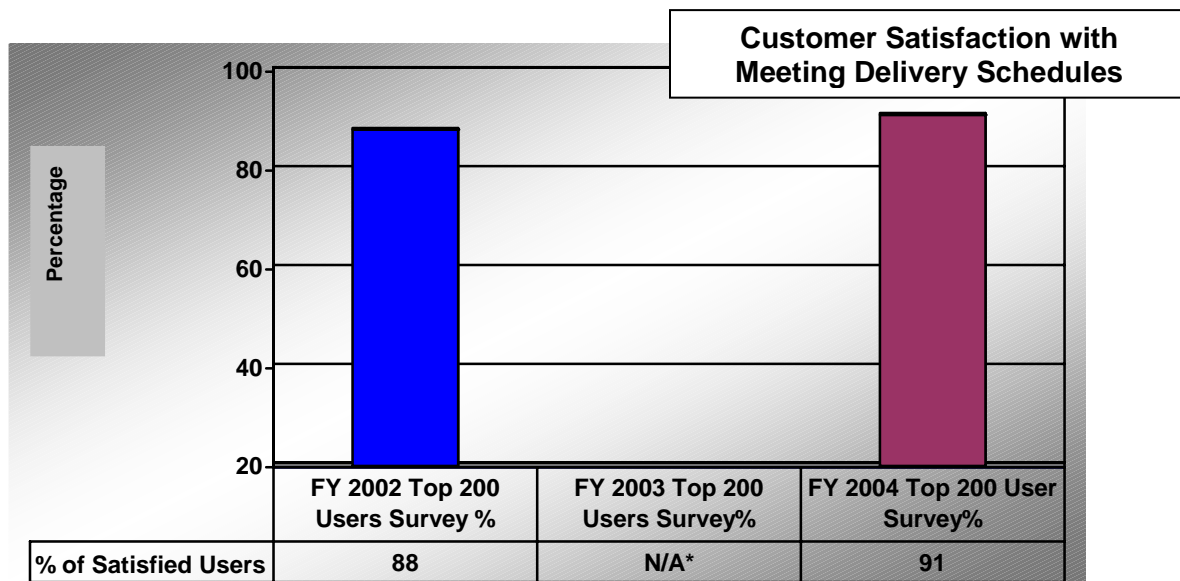


Fig 2.6

Delivery Processes:

Specific time intervals were posed regarding the satisfaction with DTIC meeting anticipated delivery schedules of hard copy documents. A large percentage (91 percent) of respondents reported that DTIC does in fact meet their anticipated delivery schedules of about "every time" to "most of the time." See Figs 2.7 & 2.8 for specifics.



*Data not gathered

Fig 2.7

Customer Satisfaction with Meeting Delivery Schedules	FY 2002 Top 200 Users Survey	FY 2003 Top 200 Users Survey	FY 2004 Top 200 Users Survey
Every time to Most of the time	88%	N/A*	91%
About Half the time	12%	N/A*	4%
Never to Less than half	0%	N/A*	2%
Rarely, if ever, order hard copy	0%	N/A*	3%

*Data not gathered

Fig 2.8

Part III: DTIC's Offerings

DTIC Online Services

DTIC Online Service Usage Profile:

A comparison of DTIC's online services indicates a greater majority of the Top 200 respondents use Private STINET as a means of searching information. Although it is not surprising that Private STINET is the most widely used online service, it is worth noting that more than half of our Top 200 respondents also use Public STINET. The following identifies the online services usage profile.

Online Services Usage

Service	FY 2002 Top 200 Users Survey Usage	FY 2003 Top 200 Users Survey Usage	FY 2004 Top 200 Users Survey Usage
Public STINET	84%	21%	78%
Private STINET	N/A*	69%	95%
Secure STINET	80%	31%	
WED (formerly Unclassified DROLS)	84%	31%	
Classified DROLS	38%	25%	N/A**

* Private STINET introduced April 2003, replacing Secure STINET and WED

**Data not captured

Fig 3.1

DTIC Online Services Overall Satisfaction and Performance:

The satisfaction levels with Public STINET were in a range of 68 to 84 percent while those for Private STINET had a range of 75 to 85 percent. The overall satisfaction for Public STINET was slightly lower (75 percent) as compared to Private STINET at 80 percent.

Accessibility, Content and Usability were the top three rated quality factors for both online services. The lowest rated quality factor for both Public and Private STINET was Customer Support. Although Customer Support was the lowest rated quality factor, it had a respectable rating of 75 percent for Private STINET and 68 percent for Public STINET. Figures 3.2 and 3.3 depict the overall rating of various quality factors for each STINET online service.

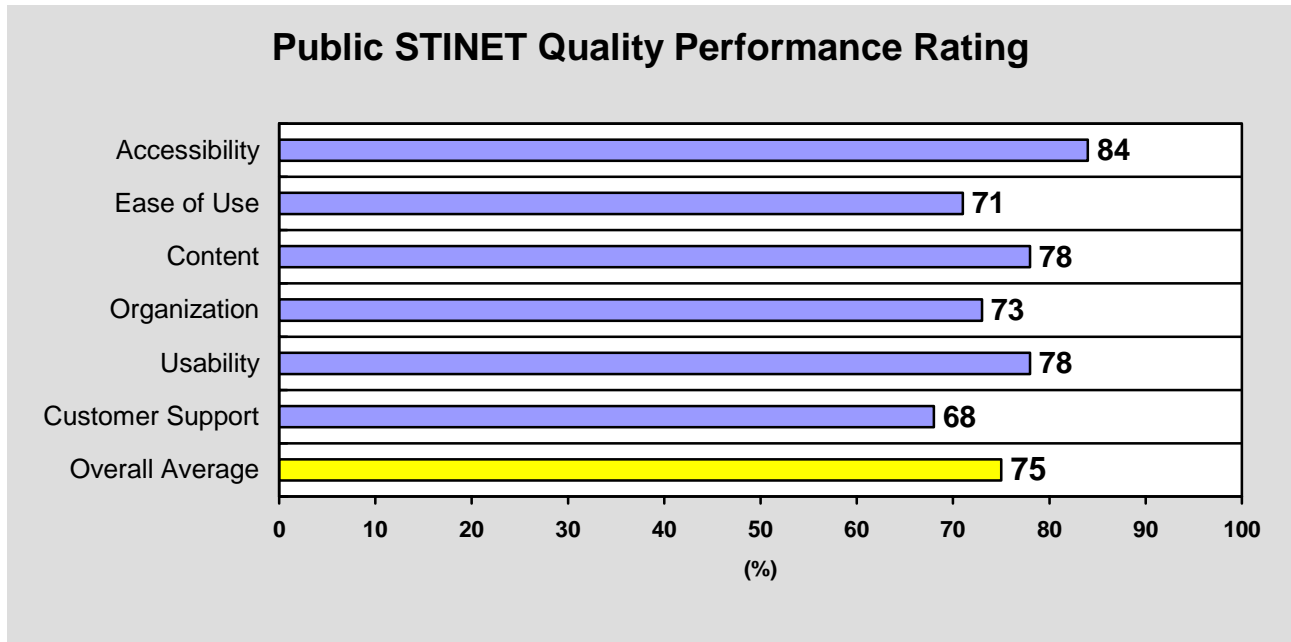


Fig 3.2

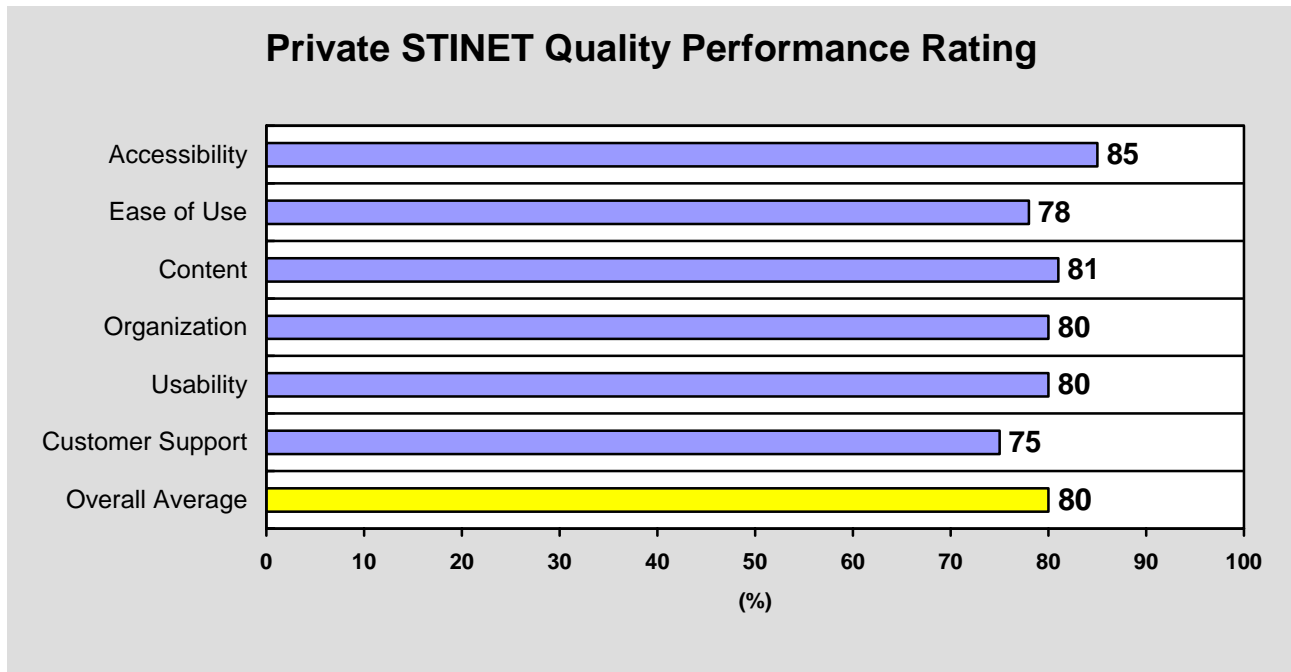


Fig 3.3

DTIC's Other Products and Services Usage Profile:

The most widely used products or services DTIC had to offer for 2004 (excluding Public and Private STINET) were ECAB at 49 percent; TR Database on CD-ROM/DVD at 46 percent; and ADD and CAB at 38 percent. In 2002 product usage profiles differed. TR Database on CD-ROM/DVD had the greatest number of users followed by the DTIC Review and ECAB. Overall, it appears usage of these particular products and services has decreased with TR Database CD-ROM/DVD showing the greatest decline (24 percentage points).

Products and Services Usage Profile

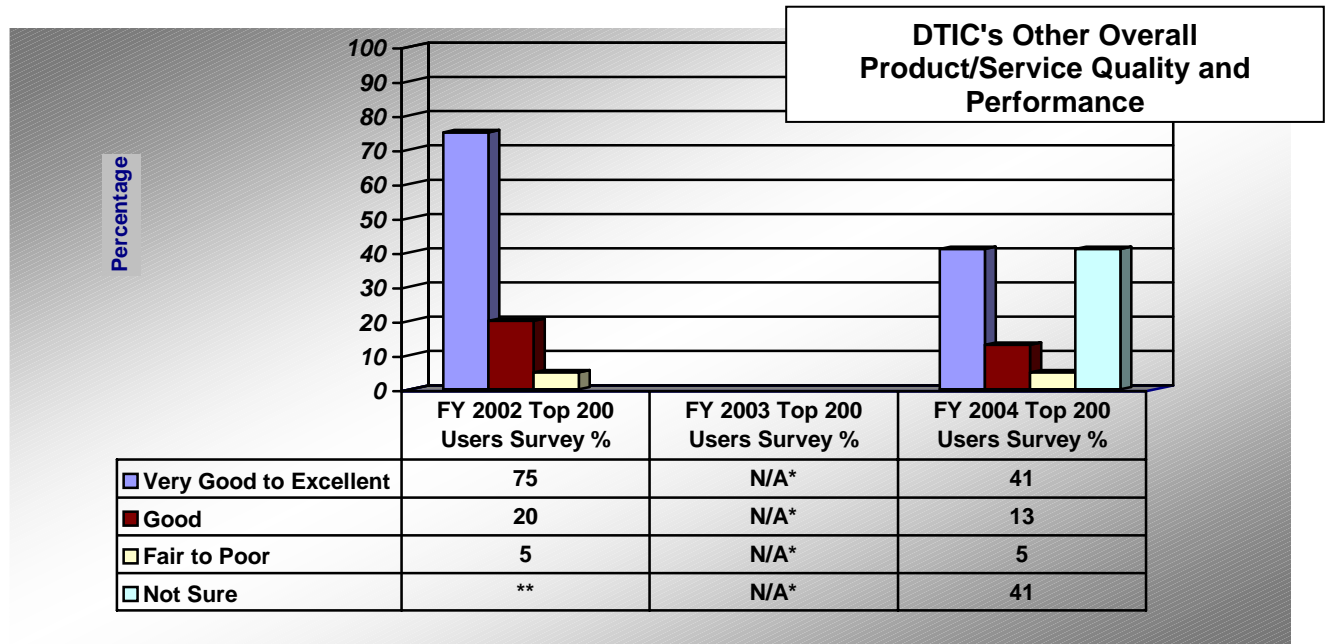
Service/Usage	FY 2002 Top 200 Users Survey	FY 2003 Top 200 Users Survey	FY 2004 Top 200 Users Survey
ADD	34.5%	N/A*	38%
CAB	40%	N/A*	38%
ECAB	50%	N/A*	49%
Research Summaries	43.3%	N/A*	N/A*
Automatic Magnetic Tape Dist.	0%	N/A*	N/A*
TR Database CD-ROM/DVD	70.3%	N/A*	46%
Retrospective Bibliography Magnetic Tape	3.8%	N/A*	N/A*
The DTIC Review	58.1%	N/A*	36%
TRAIL	28%	N/A*	18%

*Data not gathered

Fig 3.4

DTIC's Other Overall Product/Service Quality and Performance:

Not only were we able to ascertain product and service usage data from our core users but we were also able to ask respondents to rate the quality of each product and service shown in Fig 3.4. The consensus of the Top 200 users was that the quality of these products and services for 2004 was good. It must be noted that for FY 2004 a "Not Sure" option was added to the survey creating what appears to be a disparity when comparing it to the FY 2002 data.



* Data not gathered

** Not included in the survey.

Fig 3.5

DTIC Registration Process

DTIC Registration Process:

Top 200 users were asked to rate their overall satisfaction level with the registration process. Respondents rated the overall registration process at 76 percent (*reference chart on page 41*). There was a follow-up question in which users were asked to evaluate the registration process using four quality factors. It should be noted that the overall rating from these four registration quality factors (Accessibility, Ease of Use, Speed of Service and Customer Support) was 74 percent (Fig 3.7). The user comments that follow Fig 3.7 may provide insight as to why some respondents did not rate the registration process higher.

DTIC Registration Satisfaction Rating

FY 2004 Registration Quality Factors	Excellent	Very Good	Good	Fair	Poor	Not Sure
Accessibility (Easy to access site)	29%	33%	25%	8%	1%	4 %
Ease of Use (Navigating the site)	28%	26%	30%	6%	2 %	8%
Speed of Service	32%	31%	20 %	9 %	2 %	6%
Customer Support	42%	26%	21 %	6 %	2%	4%
Overall Satisfaction Level: 74%						

Note: Comparable data are not available for previously surveyed years

Fig 3.6

The following comments represent a selected sample of quotes from users regarding the registration process:

- "I found the registration process to be much quicker than I thought it would be."
- " Have been registered so long that the renewal process is quite quick and easy. But I worry about having each user with their own user name - think it would be better to have more control within each site."
- "Registration should be a one-stop process and people who register should be made aware of the other steps you have to do before being able to see restricted records....."
- "Our company has many contracts registered to order classified and limited documents. Apparently, contractors and DTIC staff view contract registrations differently. The boilerplate 'expiration' and 'contract change' notices generated should be tailored to the type of registration in place. If the registration is for 'people' using Private STINET, state that on the notices. If the registration is for one among many contracts maintained by most large contractors, state that on the notices. DTIC may have a grip on these new registration processes, but it remains a mystery to defense contractors."

- "Initially, when I registered I could not access your services and the customer service was very bad. It took months, and several calls/messages to help me."
- "My problem isn't with DTIC. It is with the contracting agency that sits on the registration form or loses it. I have had to send the registrations two and three times before I get someone to follow up on the process."
- "Too little time to complete registration once the initial message is sent. Can't always get back within the short time frame. All my paperwork had to be resubmitted because the first set was 'lost'. A couple of forms were submitted 3 times. If you can get to the right person to help you when you call, it's fine. The problem is getting to the right person. I was shuffled around several times over two or three phone calls to get someone who would actually look into the problems I had. It was always someone else's issue."
- "Registration for the whole database does not come with the initial process. You cannot see restricted, NATO, NOFORN [not releasable to foreign nationals], etc. without a lot more work. If I wanted to just see U2 registration, it is simple. I did not know or was not made aware of the other steps up front in the registration process. I found out when online in the TR files and I kept getting messages like access denied, not registered for this item, etc. Registration should be a one stop process and people who register should be made aware of the other steps you have to do before being able to see restricted records...."
- "The usual Subcontractor issues and the problems/speed of getting DD55s signed off on by the Releasing agencies"

Requirement for Classified Information

When asked about their need for classified information, eighty-two percent of Top 200 respondents indicated "Yes" (*reference chart on page 41*). This is especially meaningful given that DTIC plans to implement Classified STINET on the SIPRNET.

Requirement for Classified Information

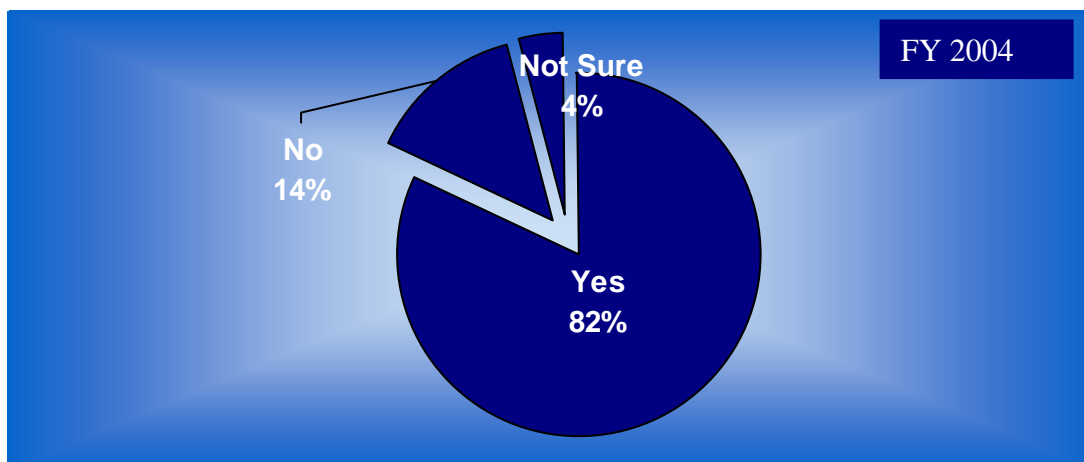


Fig 3.7

Part IV: User Demographics

Organization Type:

The Top 200 customer profile in this survey represents five (5) organizational types, the distribution of which is shown in Fig 4.1. Aspects of the previously surveyed years continue to show similar organizational status percentages, indicating that the largest number of respondents (47 percent) were affiliated with the Department of Defense (DoD) community. Industry (Government Contractors, Corporate, etc.) followed at 35 percent. Overall, the respondents' top four (4) organizational types remain consistent from previously surveyed years. A noteworthy observation is the decrease in the percentage of DoD participants and the increase in Contract/Industry respondents.

User Organization Type

Organization	FY 2002 Top 200 Users Survey	FY 2003 Top 200 Users Survey	FY 2004 Top 200 Users Survey
DoD-Military Services Agencies	60%	54%	47%
Gov't. Contract/Industry	21%	35%	35%
Non-DoD Federal Gov't.	8%	5%	11%
Academia: College/Univ.	8%	4%	4%
HBCU/MI	0%	0%	0%
Other	3%	2%	4%

Note: Total may not equal 100%

Fig 4.1

Job Position Status:

The job position status from the Top 200 respondents continues to show similar patterns to those of previously surveyed years. This year, the top three job positions show a majority of the respondents classified their job position as Librarian (66 percent), Technical Information Specialist (13 percent), or Researcher/Analyst (6 percent). Once again, these findings continue to reflect no notable changes from previously surveyed years. The specifics of the job position distribution are shown in Fig 4.2.

Job Position	FY 2002 Top 200 Users Survey	FY 2003 Top 200 Users Survey	FY 2004 Top 200 Users Survey
Librarian	71%	73%	66%
Technical Info Specialist	13%	10%	13%
Researcher/Analyst/ Program Manager	4%	5%	6%
Scientist	4%	2%	3%
Engineer	0	5%	4%
Contracting Officer	0	0	1%
Resource Management/Financial/ Budget Analyst	2%	0	0
Other	6%	5%	8%

Note: Highlights indicate the Top 200 users job position of each surveyed year

Note: Total may not equal 100%

Fig 4.2

Intermediary vs. End Users

When Top 200 respondents were asked to describe their status when they acquire scientific and technical information from DTIC, 95 percent reported their status as Intermediary users. The 2004 Top 200 Users Survey shows a continuing trend of our users primarily acting as information providers to others, as illustrated in Fig 4.3.

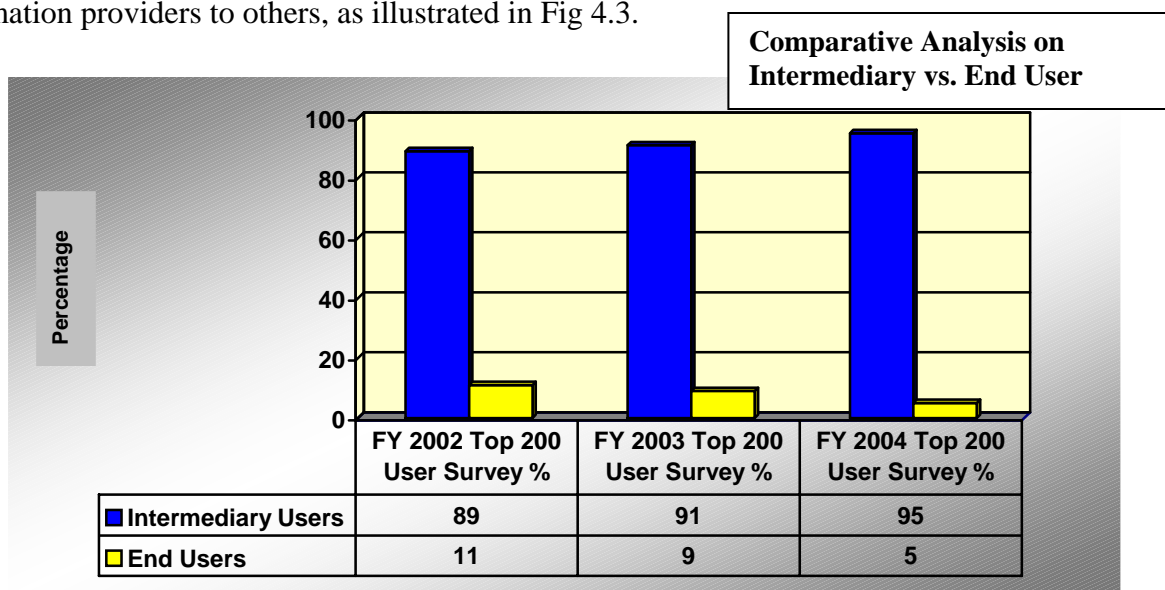


Fig 4.3

Time as a Registered User:

The results from the 2004 Top 200 Users Survey show that the majority of respondents have been registered users for six or more years which is also reflected in the previously surveyed years. The data displayed in Fig 4.4 define respondents' time as a registered DTIC user.

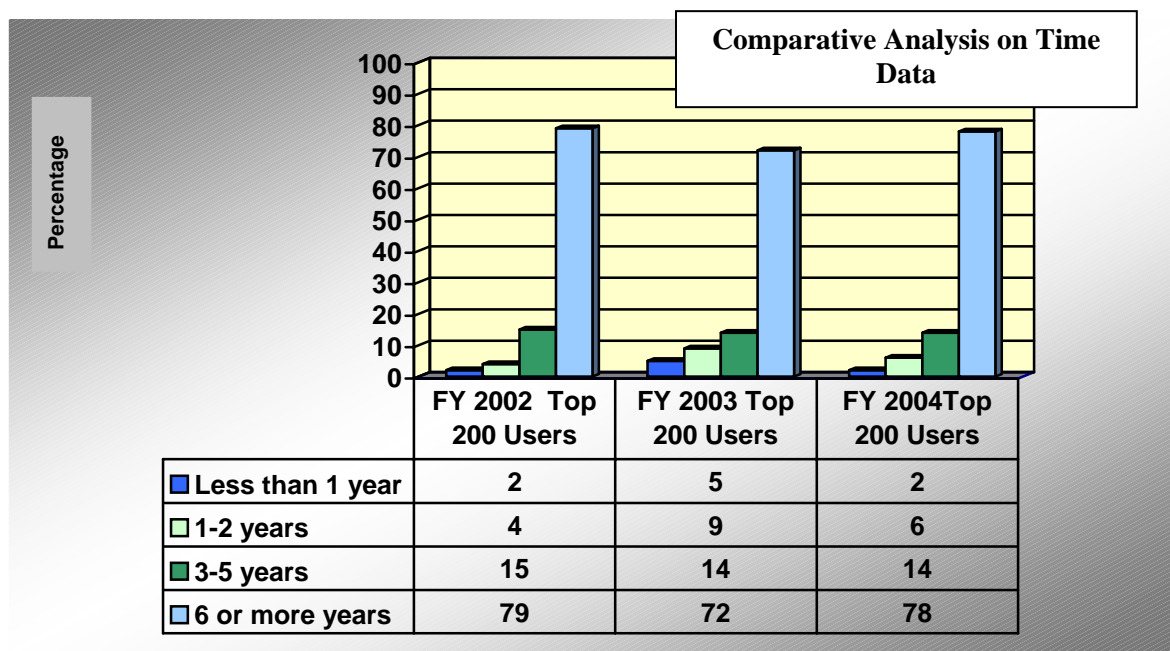


Fig 4.4

Librarian, Technical Information Specialist and Researcher/Analyst respondents represented the majority of "six or more years" as registered users. The data displayed in Fig 4.5 define respondents' time as a registered DTIC user.

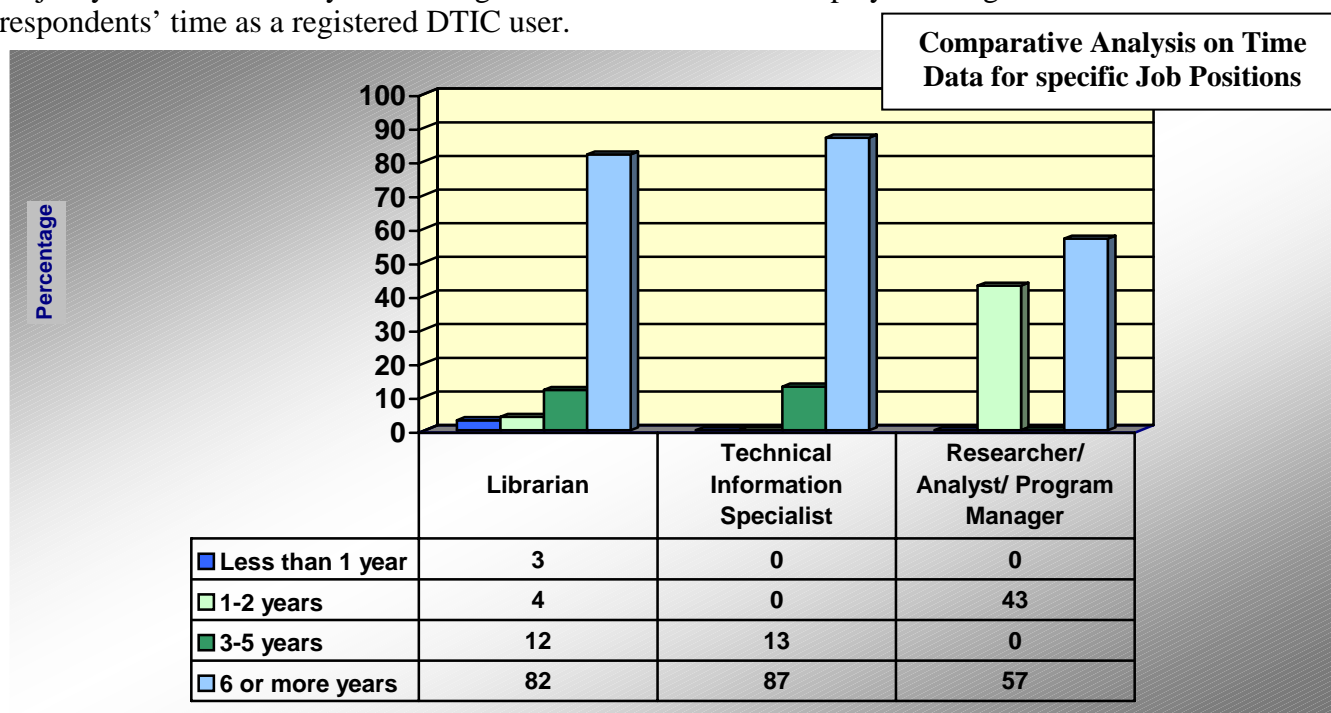


Fig 4.5

Part V: Communications, Access and Information Requirements

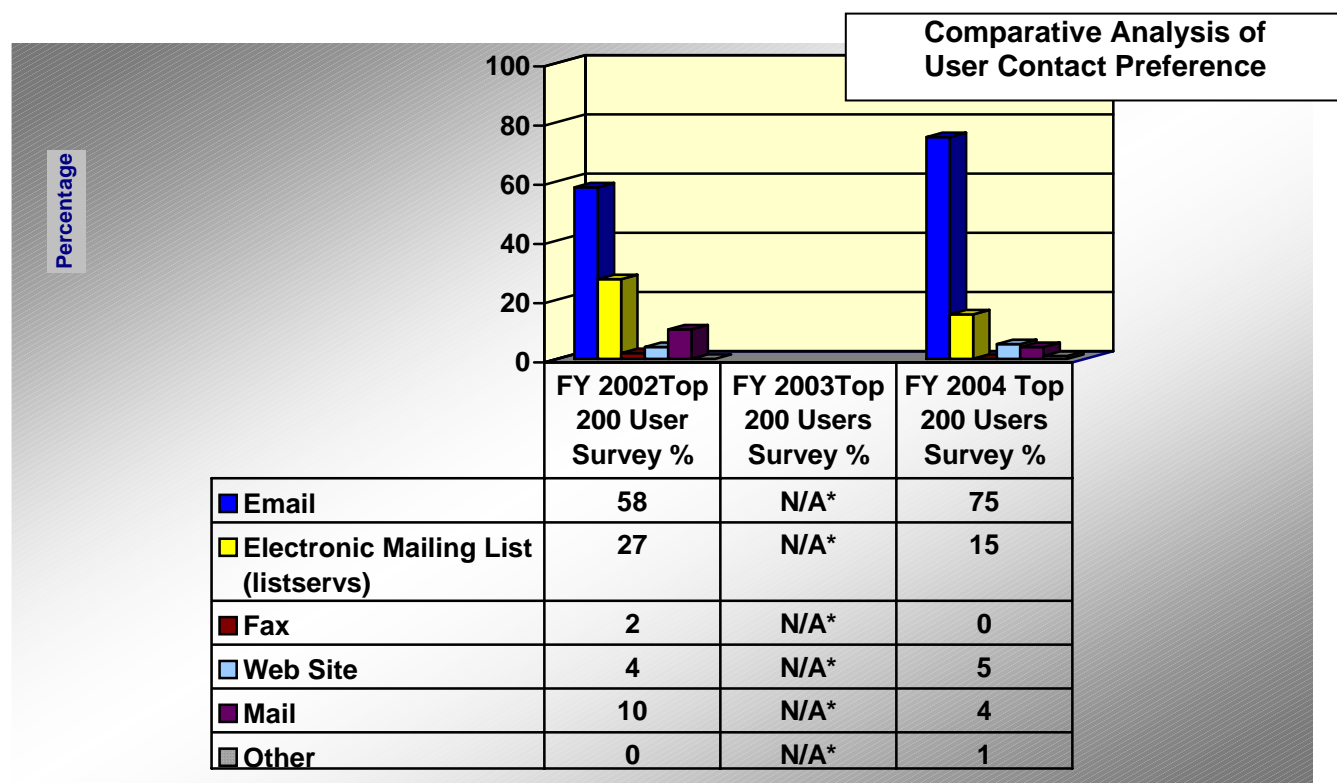
Information Needs:

When users were asked if they were able to find the type of information that they needed in DTIC's collection, 90 percent of the Top 200 respondents indicated "Yes" (*reference chart on page 44*). Respondents were also asked to provide specific comments regarding their current and future informational needs from which key themes emerged. Most often mentioned continues to be more access to full-text electronic documents. Additional information needs identified below were the results of respondents' most frequently mentioned write-ins.

- Homeland Defense/Security
- Lessons Learned from Vietnam
- Navy Pubs/guidelines
- History on weapon systems

Communication Preferences and Satisfaction:

When Top 200 respondents were asked to identify how they would like to be informed about DTIC products/services, updates, etc., 75 percent of users ranked email as the preferred method. This was followed by 15 percent of respondents requesting information via listservs. It is interesting to note that electronic mail communications are preferred over other communications options.



*Data not gathered

Fig 5.1

Effectiveness of Corporate Communications:

Respondents were given an opportunity to indicate the effectiveness of DTIC communications efforts. The majority of respondents (85 percent) "strongly agree" to "agree" that DTIC does an adequate job in communicating (transmitting/mailling) information about new, changed and/or enhanced products and services offerings, etc. The 2004 Top 200 survey results on the effectiveness of corporate communications show a similar pattern of response in comparison to previously surveyed years. However, it should be noted that the communication efforts on "submitting documents" for the past three years continue to be perceived as relatively weak.

Comparative Analysis on Effectiveness of Corporate Communications

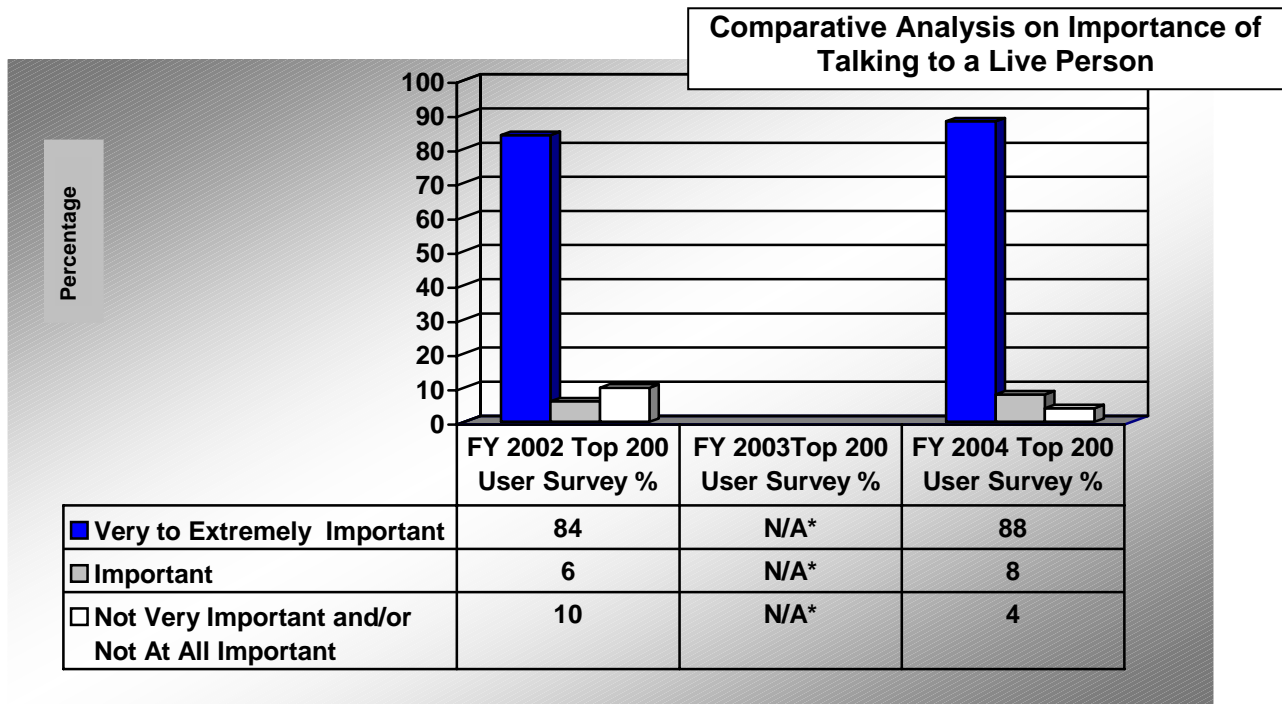
FY 2002 Top 200 Users Survey	Strongly Agree or Agree	Strongly Disagree or Disagree	No Opinion
New Product /Service	94	2	4
Product/Service Changes	90	2	8
Submitting Documents	68	7	27
Training Opportunities	90	8	2
Ordering Documents	92	6	2
System Disruptions/Downtime	92	6	2
Overall Rating	88%	8%	4%
FY 2003 Top 200 Users Survey	Strongly Agree or Agree	Strongly Disagree or Disagree	No Opinion
New Product /Service	90	4	6
Product /Service Changes	87	7	6
Submitting Documents	65	6	30
Training Opportunities	78	6	16
Ordering Documents	92	4	4
System Disruptions/Downtime	87	2	11
Overall Rating	83%	5%	12%
FY 2004 Top 200 Users Survey	Strongly Agree or Agree	Strongly Disagree or Disagree	No Opinion
New Product /Service	93	3	4
Product /Service Changes	91	4	4
Submitting Documents	64	9	27
Training Opportunities	81	8	10
Ordering Documents	88	6	5
System Disruptions/Downtime	91	2	7
Overall Rating	85%	5%	10%

Note: Total may not equal 100%

Fig 5.2

Importance of Talking with a "Live Person":

Although this question is only asked every other year, we like to stay abreast of users' needs regarding the importance of talking to a "live person." The 2004 survey findings continue the trend of respondents' preference to speak to a "live person" when contacting DTIC. Eighty-eight percent of respondents continue to rate this issue as very important when they contact DTIC.



* Data not gathered

Fig 5.3

Part VI: 2004 Top 200 User Comments

The comments received from the core users have been sorted into specific categories to assist in determining problems or trends. These comments were selected based on the frequency with which an issue was addressed, either positive or negative, and the importance of the issue as determined by the survey analyst.

Customer Service

Comments

Pro:

- "Never been left with an unanswered question from the customer care department."
- "I have never had a bad experience with customer service staff. I get the feeling that they really want to help - they're not just doing a job."
- "Customer service personnel are prompt and knowledgeable"
- "Working with DTIC personnel is a pleasure..."

Con:

- "Once again, it is always difficult to get through the maze of options on the telephone to contact a live person at DTIC, and can be difficult to reach the correct live person..."
- "Finding specific DTIC staff is almost impossible. Often phone messages are not returned for days. Email messages often are ignored. Typically, we are asking questions on behalf of our employees and must make excuses for the lack of response from DTIC. It reflects on our level of service."
- "DTIC tries to sell products, as opposed to helping with problems."

Communications/Access

Comments

Pro: None

Con:

- "I've never been able to determine how the place is organized and who to call."

- "It does not matter how courteous and helpful and so on the people you reach at DTIC are, if you cannot access the right person. DTIC staffers do not need to hide from the customers. We are usually not going to ask anything of them that is not their job."
- "Would love to see a complete overhaul of the search engine, esp. for the TR database."

Online Services

Comments

Pro:

- "I would recommend DTIC to a friend only because you're the only game in town when it comes to getting the documents we need. And because downloading reports electronically is the best service you have. When it works, it works great."
- "DTIC provides unique and valuable resources for the military community..."

Con:

- "Not that much search flexibility. Hard to use. No idea how to look for report number; liked much better searching the old DROLS."
- "...However, data can be difficult to acquire for inexperienced users. One change might facilitate DTIC's use -- put the limitation on number of results in a more obvious place than a fielded search."
- "I hate the function of results being weighted as displayed. Please have a feature/button to display results chronologically - most recent to oldest. Your (sic) engine does not replace the idea of common sense. I've said this before and I'm sure you'll ignore it again, but I'll ask."

Online Services - Searching

Comments

Pro:

- "I find both Public and Private STINET useful..."
- "...which I always receive in a professional and courteous manner. The support received in the past has been superb!"

Con:

- "Search engine is not user friendly for the type of information we need to extract and how we use it. For instance, in tech rept searching the CD-ROM software is much more intuitive and easy to use with drop downs and canned choices."
- "It is impossible to perform complex searches."
- "Very often, I cannot locate the document I am searching and end up calling DTIC for help..."

Online Services - Training

Comments

Pro: None

Con:

- Here's the problem--I do not know the difference between them. Basically, I had a need to get reports so I have a password and get on and fumble my way around. I have no idea what these products are or the differences between them although I would like to know. It would have been nice to receive a welcome package/brochure/anything that does explain what products and services you have available and have to access them.

Products & Services

Comments

Pro:

- "Again, if the report is available electronically, it's amazing and easy to get..."

Con:

- "...If you have to order when you're never quite sure when you're going to get the item. The corporate world has high expectations for turn-around time and typically two weeks is way too long. I'd like to see more options for hurrying the process along."
- "Form 55 transactions are too slow. When I request a document (using an emailed form 55) the document is ultimately mailed to someone else in my office rather than to me."
- "With the TR Database on CD-ROM, I have the problem of being able to perform 2-4 searches before the CD-ROM shuts down. I've been told from our Computer staff that this is caused by the CDs themselves. This is a frustrating and time-consuming problem."

- "...If I could change one thing it is some of the "not always user friendly" software. The information in DTIC is invaluable to our research. Thanks for your hard work and help!!!"

Acquisition

Comments

Pro:

- "Have been very pleased with the service online and the customer service via the phone. Very helpful, goes the extra mile to make sure I get the info I need..."
- "Glad to have a growing number of downloadable documents."

Con:

- "More PDF documents would be great!"
- "Wish more STANAGS, NAVAIRS and NAVSEA docs were available through DTIC."
- "DTIC and its information used to play a much larger role in our research - both sending it to DTIC and in seeing what else was being done in our areas. But there is now the assumption that research summaries do not have to be sent in - and since Commands now seem to have lost some of the control in the editorial/publishing process, there are fewer tech reports being submitted also. Hopefully your new home will bring the clout needed to bring DTIC back up to its former relevance."

Part VII: Issues for Further Study, Conclusions and Recommendations

1. The following suggestions were made by users responding to the survey:

- "As the account owner/administrator I would like to have access to a list of all my account's active ECABs, their recipients and search strategies either by logging onto a web site to see them or receive an annual email with that information so I could actively manage the profiles."
- "Although the information can be critical, it's not easy to find information unless you are looking for a specific report. The search engine could be vastly improved as well as the results retrieved. It's too confusing when the results come back and do not have choices in terms of how the results are displayed. When the report is there and available electronically, the system works great. It's the rest of the time that needs a lot of work."
- "I hate the function of results being weighted as displayed. Please have a feature/button to display results chronologically - most recent to oldest. Your engine does not replace the idea of common sense. I've said this before and I'm sure you'll ignore it again, but I'll ask."
- "DTIC provides unique and valuable resources for the military community. However, data can be difficult to acquire for inexperienced users. One change might facilitate DTIC's use -- put the limitation on number of results in a more obvious place than a fielded search."
- "Here's the problem--I do not know the difference between them. Basically, I had a need to get reports so I have a password and get on and fumble my way around. I have no idea what these products are or the differences between them although I would like to know. It would have been nice to receive a welcome package/brochure/anything that does explain what products and services you have available and have to access them."
- "A more seamless Form 55 process would be nice. Instead of "you will need to fill out one," take me straight to one, with title and AD # automatically entered, to let me finish filling out. This gets more complicated with multiple documents ordered I guess. In general, would like more up-front unambiguous information concerning whether I'll be able to get something and if so exactly how, with shopping cart, email receipts, etc."
- "Is it possible to add the link to the existing record in the database rather than adding another record? Having duplicate records is confusing to our patrons (cadets). Otherwise, your database is one of the most useful research tools I have for helping the cadets with their assignments. Keep up the good work!"

2. The average number of non-deliverable email notifications sent out in FY 2004 was 46 (returned emails). For FY 2003 survey average was 44. The following may be possible reasons for undeliverable e-mails:

- E-mail address on file at DTIC not valid
- Email Program Blockers
- User no longer at e-mail address
- Server problems for recipient or originator

Recommendation: Improvements in maintenance of contact databases and registration information.

3. Forty-five percent of 2004 Top 200 users did not respond to the survey

Although the call effort to increase the response rate wasn't as intense as it was in the past (due to staff shortages), the response rate of 55 percent for the 2004 Top 200 survey effort was only 5 percentage points below last year.

Recommendation:

PROCAP staff to continue their combined effort to reach potential respondents with Web-based surveys for the first contact. There should be two reminders then follow-ups with one-on-one telephone contacts in order to increase response rate.

4. Communication efforts on "submitting documents" for the past three years continue to be perceived as relatively weak.

Recommendation: It is unclear what may be causing this pattern of low ratings. The user comments do not specifically identify any area that may be the causal factor.

Appendix A

Top 200 Users Customer Satisfaction Questionnaire

DTIC 2004 TOP 200 USERS SURVEY QUESTIONNAIRE

OVERVIEW:

Please read this carefully before starting:

**This data collection is authorized by: RCS DD-NII (AR) 2051 & OMB 5CFR 1320.5 (b)
OMB 0704-0403, Expires 08/31/04**

This web-based assessment is voluntary. However, your input is essential to improving our continuing operations and helping us better serve your information needs. The average response time to complete this survey is about 5 minutes. Please read each question carefully before responding.

Thank you for participating.

SECTION 1: USER DEMOGRAPHICS

1. Which of the following best describes your current organization? (Click on one)

Multiple Choice (Single Response)

- ☐ DoD/Military/Civilian (All Services/Guard/Reserves/ Labs/Colleges/Schools)
- ☐ Non-DoD Federal Government (All Departments/Agencies/Labs)
- ☐ Industry/Corporate/Government Contractor/Small Business/ Labs
- ☐ Historical Black Colleges and Universities and Minority Institutions (HBCU/MI)
- ☐ College/University/Research Center (other than HBCU/MI)
- ☐ Other (please specify in the space below)

Box to write in answer

2. In general, which of the following best describes your current job position? (Click on one)

Multiple Choice (Single Response)

- ☐ Contracting Officer/Procurement Specialist/COTR/Sponsor
- ☐ Engineer (Aeronautical, Civil, Industrial, Mechanical or other Engineering Fields)
- ☐ Librarian (Head, Technical, Research or other Library Staff)
- ☐ Researcher/Analyst/Program Manager (Non-Scientist)
- ☐ Resource Management/Financial/Budget Analyst
- ☐ Scientist (Aerospace, Biology, Chemistry, Physics or other Scientific Field)
- ☐ Technical Information Specialist
- ☐ Other (please specify in the space below)

Box to write in answer

3. When you acquire scientific and technical information from DTIC, who uses it? (Click on one)

Multiple Choice (Single Response)

- ☐ I primarily provide information to others (intermediary user)
- ☐ I use the information myself in my current job position (end user)

4. You have been a registered DTIC user for: (Click on one)

Multiple Choice (Single Response)

- ☐ Less than 1 year
- ☐ 1-2 years
- ☐ 3-5 years
- ☐ 6 or more years

SECTION 2: INFORMATION REQUIREMENTS

5. Are you able to find the type(s) of information that you need in the DTIC collection? (Click on one)

Multiple Choice (Single Response)

- ☐ Yes
- ☐ Not Sure
- ☐ No

6. List your additional current and/or future information needs:

Box for Open Ended-Write-in

SECTION 3: USERS OF DTIC ONLINE SERVICES

Please read before continuing with the Survey

Questions 7 through 10 are to be completed by those individuals who currently use the DTIC online services listed below. If you do not use either of the online services listed, skip to question 11.

7. Which of the following DTIC online service(s) do you currently use? (Click on as many as apply to you)

Condensed Question List:

- ☐ Public STINET
- ☐ Private STINET

Multiple Choice (Single Response)

- ☐ Yes

- ☐ Not Sure
- ☐ No

8. If you use Public STINET, please rate the following quality factors:

Condensed Question List:

- ☐ Accessibility (Access to site):
- ☐ Ease of use (Navigating the site):
- ☐ Content:
- ☐ Organization:
- ☐ Usability:
- ☐ Customer Support:

Response Multiple Choice (Single Response)

- ☐ Excellent
- ☐ Very Good
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ Not Sure

9. If you use Private STINET, please rate the following quality factors:

Condensed Question List:

- ☐ Accessibility (Access to site):
- ☐ Ease of use (Navigating the site):
- ☐ Content:
- ☐ Organization:
- ☐ Usability:
- ☐ Customer Support:

Response Multiple Choice (Single Response)

- ☐ Excellent
- ☐ Very Good
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ Not Sure

10. Your comments about the quality of DTIC online services:

Box for Open Ended-Write-in

SECTION 4: USERS OF OTHER DTIC PRODUCTS AND SERVICES

Please read before continuing with the survey

Questions 11 through 13 are to be completed by those individuals who currently use one or more of the DTIC products or services listed below. If you do not use any of these products or services, skip to question 16.

11. What DTIC products and services do you currently use? (Click as many as apply to you)

Condensed Question List:

- ☐ ADD
- ☐ ECAB/ECAB-Docs
- ☐ CAB
- ☐ The DTIC Review
- ☐ Trail
- ☐ TR Database CD-ROM/DVD

Response Multiple Choice (Single Response)

- ☐ Yes
- ☐ Not Sure
- ☐ No

12. Please rate the overall quality of the DTIC products and services that you currently use:
(Click on as many as apply)

Condensed Question List:

- ☐ ADD
- ☐ ECAB/ECAB-Docs
- ☐ CAB
- ☐ The DTIC Review
- ☐ Trail
- ☐ TR Database CD-ROM/DVD

Response Multiple Choice (Single Response)

- ☐ Excellent
- ☐ Very Good
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ Not Sure

13. Your comments on the quality of the above DTIC products and services:

Box for Open Ended-Write-in

SECTION 5: CUSTOMER SERVICE EXPERIENCES

14. Given our goal of providing maximum access while protecting national security interests, how would you rate your overall level of satisfaction with the DTIC registration process? (Click on one)

Response Multiple Choice (Single Response)

- ☐ Excellent
- ☐ Very Good
- ☐ Good
- ☐ Fair
- ☐ Poor

15. In your experience(s) with DTIC's registration process, how would you rate your satisfaction level on the following factors? (Click on as many as apply)

Condensed Question List:

- ☐ Accessibility
- ☐ Ease of Use (Navigating the Web-Based registration process)Spe
- ☐ Speed of Service
- ☐ Customer Support

Multiple Choice (Single Response)

- ☐ Excellent
- ☐ Very Good
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ Not Sure

16. Your comments about DTIC's registration process:

Box for Open Ended-Write-in

17. In your experience(s) with us, how would you rate DTIC, as a whole, on the following customer service quality factors? (Click on as many as apply)

Condensed Question List:

- ☐ Accessibility (Easy to access staff):
- ☐ Accuracy (Provided correct information):
- ☐ Courtesy:
- ☐ Helpfulness:
- ☐ Knowledge:
- ☐ Professionalism:
- ☐ Responsiveness (Timely response):
- ☐ Speed of Service (How quickly performed):

Response Multiple Choice (Single Response)

- ☐ Excellent
- ☐ Very Good

- ☐ Good
- ☐ Fair
- ☐ Poor

18. When you order hard copy documents, how often does DTIC meet your anticipated delivery requirements? (Click on one)

Response Multiple Choice (Single Response)

- ☐ Every time
- ☐ Most of the time
- ☐ About half of the time
- ☐ Less than half of the time
- ☐ Never
- ☐ Rarely, if ever, order hard copy documents

19. Your comments about the quality of DTIC customer care:

Box for Open Ended-Write-in

SECTION 6 - COMMUNICATIONS AND ACCESS

20. How would you most like to be informed about DTIC products, services, updates, etc? (Click on one)

Multiple Choice (Single Response)

- ☐ E-mail
- ☐ Electronic Mailing List (listservs)
- ☐ Fax
- ☐ Web site
- ☐ Mail
- ☐ Other (please specify in the space below)

Box for Open Ended-Write-in

21. When contacting DTIC, how important is it for you to speak with a "live person"? (Click on one)

Multiple Choice (Single Response)

- ☐ Extremely Important
- ☐ Very Important
- ☐ Important
- ☐ Not Very Important
- ☐ Not at All Important

22. DTIC does a good job informing you about: (Click on all that apply)

Condensed Question List:

- ☐ New Products/Services
- ☐ Product/Services Changes

- ☐ Submitting Documents
- ☐ Training Opportunities
- ☐ Ordering Documents
- ☐ System Disruptions/Downtime

Multiple Choice (Single Response)

- ☐ Strongly Agree
- ☐ Agree
- ☐ Disagree
- ☐ Strongly Disagree
- ☐ No Opinion

SECTION 7 - GENERAL

23. Do you have a requirement for classified information?

Multiple Choice (Single Response)

- ☐ Yes
- ☐ No
- ☐ Not Sure

NOTE: In the Fall DTIC plans to implement Classified STINET on the SIPRNET. For those who are interested in using DTIC's classified system please forward your inquiries to: bcporder@dtic.mil.

24. How important are DTIC products/services to the accomplishment of your business objectives? (Click on one)

Multiple Choice (Single Response)

- ☐ Extremely Important
- ☐ Very Important
- ☐ Important
- ☐ Not Very Important
- ☐ Not at All Important

25. Which of the following describes DTIC's impact in supporting your overall mission? (Click on one)

Multiple Choice (Single Response)

- ☐ Very High Impact
- ☐ High Impact
- ☐ Medium Impact
- ☐ Low Impact
- ☐ Very Low Impact

26. Would you recommend DTIC to a friend or colleague? (Click on one)

Multiple Choice (Single Response)

- ☐ Yes
- ☐ Not Sure
- ☐ No

27. Please include your comments and suggestions for improving DTIC products, services and/or our customer care.

Box for Open Ended - Write-in

NOTE:

Thank you for participating in this important survey.

SUMMIT **CLEAR**

Appendix B
Quantitative Results

Reference Fig 2.1 and Fig 2.2

2004 TOP 200 Overall CS Rating

Questions	Count (Valid #)	Mean (norm.)	Mean as a percent of possible score	Excellent	Very Good	Good	Fair	Poor
			0 20 40 60 80 100					
Accessibility (Easy to access staff)	115	74.25		42.6%	29.6%	15.7%	6.1%	6.1%
Accuracy (Provided correct information)	115	82.50		48.7%	34.8%	14.8%	0.9%	0.9%
Courtesy	115	86.25		59.1%	31.3%	6.1%	2.6%	0.9%
Helpfulness	115	82.50		55.7%	26.1%	13.0%	3.5%	1.7%
Knowledge	114	81.25		50.0%	30.7%	14.0%	4.4%	0.9%
Professionalism	115	84.25		55.7%	29.6%	11.3%	2.6%	0.9%
Responsiveness (Timely response)	114	76.25		44.7%	28.1%	18.4%	5.3%	3.5%
Speed of Service (How quickly performed)	111	75.00		42.3%	28.8%	18.9%	6.3%	3.6%
Overall Averages	114.3	80.28		49.9%	29.9%	14.0%	4.0%	2.3%

Reference Fig 2.4

How important are DTIC products/services to the accomplishment of your business objectives? (Click on one)

Response	Count	Percent	0 20 40 60 80 100
Extremely Important	74	64.9%	
Very Important	25	21.9%	
Important	14	12.3%	
Not Very Important	1	0.9%	
Not at All Important	0	0.0%	

Reference Fig 2.5

Which of the following describes DTIC's impact in supporting your overall mission? (Click on one)

Response	Count	Percent	0 20 40 60 80 100
Very High Impact	61	53.0%	
High Impact	28	24.3%	
Medium Impact	22	19.1%	
Low Impact	3	2.6%	
Very Low Impact	1	0.9%	

Reference Fig 2.6

Would you recommend DTIC to a friend or colleague? (Click on one)

Response	Count	Percent	0 20 40 60 80 100
Yes	107	93.9%	
No	3	2.6%	
Not Sure	4	3.5%	

Reference Fig 2.7

When you order hard copy documents, how often does DTIC meet your anticipated delivery requirements? (Click on one)

Response	Count	Percent	0	20	40	60	80	100
Every time	35	31.3%						
Most of the time	67	59.8%						
About half of the time	4	3.6%						
Less than half of the time	2	1.8%						
Never	0	0.0%						
Rarely, if ever, order hard copy	4	3.6%						

Reference Fig 3.1

Public STINET

Response	Count	Percent	0	20	40	60	80	100
Yes	61	78.2%						
No	15	19.2%						
Not Sure	2	2.6%						

Private STINET

Response	Count	Percent	0	20	40	60	80	100
Yes	98	95.1%						
No	3	2.9%						
Not Sure	2	1.9%						








Reference Fig 3.2

Public STINET

Questions	Count (Valid)	Mean (norm)	Mean as a percent of possible score	Excellent	Very Good	Good	Fair	Poor	Not Sure
Accessibility (Access to site)	64	84.40		48.4%	31.3%	17.2%	1.6%	0.0%	1.6%
Ease of use (Navigating the site)	64	71.20		28.1%	29.7%	25.0%	7.8%	6.3%	3.1%
Content	63	78.00		39.7%	33.3%	11.1%	12.7%	0.0%	3.2%
Organization	64	73.20		29.7%	37.5%	17.2%	6.3%	3.1%	6.3%
Usability (Information useful)	64	77.60		34.4%	40.6%	12.5%	6.3%	3.1%	3.1%
Customer Support	62	68.40		41.9%	17.7%	16.1%	4.8%	3.2%	16.1%
Overall Averages	63.5	75.47		37.0%	31.7%	16.5%	6.6%	2.6%	5.6%

Reference Fig 3.3




Private STINET

Questions	Count (Valid%)	Mean (mean)	Mean as a percent of possible score 1 25 50 75 100	Excellent	Very Good	Good	Fair	Poor	Not Sure
Accessibility (Access to site)	97	85.40		55.7%	25.8%	12.4%	4.1%	0.0%	2.1%
Ease of use (Navigating the site)	97	77.80		40.2%	29.9%	17.5%	6.2%	3.1%	3.1%
Content	97	81.40		43.3%	36.1%	11.3%	6.2%	0.0%	3.1%
Organization	96	79.60		41.7%	31.3%	16.7%	7.3%	0.0%	3.1%
Usability (Information useful)	97	80.20		44.3%	32.0%	11.3%	8.2%	1.0%	3.1%
Customer Support	97	74.80		46.4%	19.6%	15.5%	7.2%	3.1%	8.2%
Overall Averages	96.8	79.87		45.3%	29.1%	14.1%	6.5%	1.2%	3.8%




Reference Fig 3.4

What DTIC products and services do you currently use? (Click as many as apply to you)




ADD

Response	Count	Percent	0 20 40 60 80 100
Yes	27	38.0%	
No	32	45.1%	
Not Sure	12	16.9%	

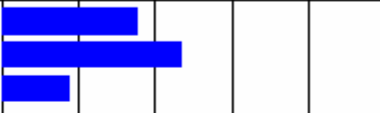
ECAB/ECAB-Docs

Response	Count	Percent	0 20 40 60 80 100
Yes	39	48.8%	
No	27	33.8%	
Not Sure	14	17.5%	


CAB

Response	Count	Percent	0 20 40 60 80 100
Yes	25	37.9%	
No	29	43.9%	
Not Sure	12	18.2%	

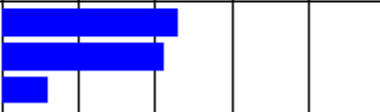
The DTIC Review

Response	Count	Percent	0	20	40	60	80	100
Yes	22	35.5%						
No	29	46.8%						
Not Sure	11	17.7%						

TRAIL

Response	Count	Percent	0	20	40	60	80	100
Yes	11	17.7%						
No	37	59.7%						
Not Sure	14	22.6%						

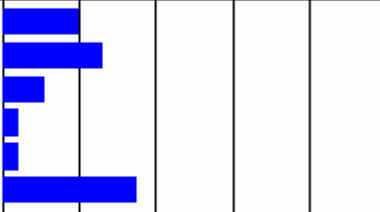
TR Database CD-ROM/DVD

Response	Count	Percent	0	20	40	60	80	100
Yes	35	46.1%						
No	32	42.1%						
Not Sure	9	11.8%						

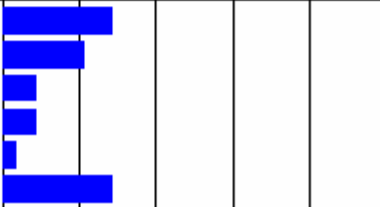
Reference Fig 3.5

Please rate the overall quality of the DTIC products and services that you currently use: (Click on as many as apply)

ADD

Response	Count	Percent	0	20	40	60	80	100
Excellent	9	19.6%						
Very Good	12	26.1%						
Good	5	10.9%						
Fair	2	4.3%						
Poor	2	4.3%						
Not Sure	16	34.8%						

ECAB/ECAB-Docs

Response	Count	Percent	0	20	40	60	80	100
Excellent	16	28.6%						
Very Good	12	21.4%						
Good	5	8.9%						
Fair	5	8.9%						
Poor	2	3.6%						
Not Sure	16	28.6%						

CAB

Response	Count	Percent	0	20	40	60	80	100
Excellent	12	26.7%						
Very Good	7	15.6%						
Good	7	15.6%						
Fair	0	0.0%						
Poor	0	0.0%						
Not Sure	19	42.2%						

The DTIC Review

Response	Count	Percent	0	20	40	60	80	100
Excellent	6	14.6%						
Very Good	10	24.4%						
Good	6	14.6%						
Fair	1	2.4%						
Poor	0	0.0%						
Not Sure	18	43.9%						

TRAIL

Response	Count	Percent	0	20	40	60	80	100
Excellent	5	14.3%						
Very Good	2	5.7%						
Good	4	11.4%						
Fair	0	0.0%						
Poor	0	0.0%						
Not Sure	24	68.6%						



TR Database CD-ROM/DVD

Response	Count	Percent	0	20	40	60	80	100
Excellent	15	28.3%						
Very Good	11	20.8%						
Good	9	17.0%						
Fair	3	5.7%						
Poor	0	0.0%						
Not Sure	15	28.3%						

Overall quality of the DTIC products and services (other Online Services)






Questions	Count (Valid)	Mean (norm)	Mean as a percent of possible score	Excellent	Very Good	Good	Fair	Poor	Not Sure
ADD	46	49.60		19.6%	26.1%	10.9%	4.3%	4.3%	34.8%
ECAB/ECAB-Docs	56	55.40		28.6%	21.4%	8.9%	8.9%	3.6%	28.6%
CAB	45	48.40		26.7%	15.6%	15.6%	0.0%	0.0%	42.2%
The DTIC Review	41	44.00		14.6%	24.4%	14.6%	2.4%	0.0%	43.9%
TRAIL	35	25.80		14.3%	5.7%	11.4%	0.0%	0.0%	68.6%
TR Database CD-ROM/DVD	53	57.40		28.3%	20.8%	17.0%	5.7%	0.0%	28.3%
Overall Averages	46.0	46.77		22.0%	19.0%	13.1%	3.6%	1.3%	41.1%

Registration Process

Questions	Count (Valid N)	Mean (norm.)	Mean as a percent of possible score	Favorable	Neutral	Unfavorable
			0 20 40 60 80 100			
Given our goal of providing maximum access while protecting national security interests, how would you rate your overall level of satisfaction with the DTIC registration process? (Click on one)	114	76.25		76.3%	14.9%	8.8%
Overall Averages	114.0	76.25		76.3%	14.9%	8.8%




Reference Fig 3.6

Registration Process- Quality Factors

Questions	Count (Valid N)	Mean (norm.)	Mean as a percent of possible score	Excellent	Very Good	Good	Fair	Poor	Not Sure
Accessibility	108	73.80		28.7%	33.3%	25.0%	8.3%	0.9%	3.7%
Ease of Use (Navigating the Web-based registration process)	106	70.20		28.3%	25.4%	30.2%	5.7%	1.9%	7.5%
Speed of Service	108	73.20		32.4%	30.6%	20.4%	9.3%	1.9%	5.6%
Customer Support	107	78.00		42.1%	25.2%	20.6%	5.6%	1.9%	3.7%
Overall Averages	107.3	73.80		32.9%	29.1%	24.0%	7.2%	1.6%	5.1%






Reference Fig 3.7

Do you have a requirement for classified information?

Response	Count	Percent	0 20 40 60 80 100
Yes	94	81.7%	
No	16	13.9%	
Not Sure	5	4.3%	

Reference Fig 4.1

Which of the following best describes your current organization? (Click on one) (Scale 1)

Response	Count	Percent	0 20 40 60 80 100
DoD/Military/Civilian (All	53	46.9%	
Non-DoD Federal Government (All	12	10.6%	
Industry/Corporate/Government	40	35.4%	
Historically Black Colleges and	0	0.0%	
College/University/Research Center	4	3.5%	
Other (please specify in the space	4	3.5%	

Reference Fig 4.2

In general, which of the following best describes your current job position? (Click on one) (Scale 1)

Response	Count	Percent	0	20	40	60	80	100
Contracting Officer/Procurement	1	0.9%						
Engineer (Aeronautical, Civil,	4	3.5%						
Librarian (Head, Technical, Research	76	66.1%						
Researcher/Analyst/Program Manager	7	6.1%						
Resource	0	0.0%						
Scientist (Aerospace, Biology,	3	2.6%						
Technical Information Specialist	15	13.0%						
Other (please specify in the space	9	7.8%						

Reference Fig 4.3

When you acquire scientific and technical information from DTIC, who uses it? (Click on one)

Response	Count	Percent	0	20	40	60	80	100
I obtain the information on behalf of	109	94.8%						
I obtain the information for my own	6	5.2%						

Reference Fig 4.4

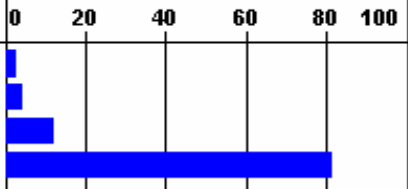
You have been a registered DTIC user for: (Click on one)

Response	Count	Percent	0	20	40	60	80	100
Less than 1 year	2	1.7%						
1-2 years	7	6.1%						
3-5 years	16	13.9%						
6 or more years	90	78.3%						

Reference Fig 4.5

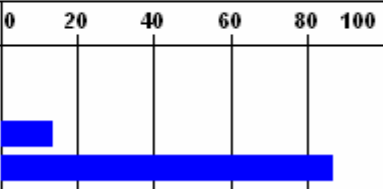
Librarian

You have been a registered DTIC user for: (Click on one)

Response	Count	Percent	0	20	40	60	80	100
Less than 1 year	2	2.6%						
1-2 years	3	3.9%						
3-5 years	9	11.8%						
6 or more years	62	81.6%						

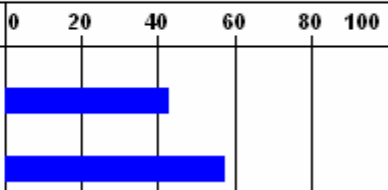
Technical Information Specialist

You have been a registered DTIC user for: (Click on one)




Response	Count	Percent	0	20	40	60	80	100
Less than 1 year	0	0.0%						
1-2 years	0	0.0%						
3-5 years	2	13.3%						
6 or more years	13	86.7%						

Researcher/Analyst/Program Mgr

You have been a registered DTIC user for: (Click on one)






Response	Count	Percent	0	20	40	60	80	100
Less than 1 year	0	0.0%						
1-2 years	3	42.9%						
3-5 years	0	0.0%						
6 or more years	4	57.1%						

Are you able to find the type(s) of information that you need in the DTIC collection? (Click on one)

Response	Count	Percent	0	20	40	60	80	100
Yes	103	89.6%						
No	10	8.7%						
Not Sure	2	1.7%						

Reference Fig 5.1





How would you most like to be informed about DTIC products, services, updates, etc? (Click on one) (Scale 1)

Response	Count	Percent	0	20	40	60	80	100
Email	85	74.6%						
Electronic Mailing List (listservs)	17	14.9%						
Fax	0	0.0%						
Web site	6	5.3%						
Mail	5	4.4%						
Other (please specify in the space)	1	0.9%						






Reference Fig 5.2

DTIC does a good job informing you about: (Click on all that apply)






New Products/Services

Response	Count	Percent	0	20	40	60	80	100
Strongly Agree	45	39.8%						
Agree	60	53.1%						
Disagree	3	2.7%						
Strongly Disagree	0	0.0%						
No Opinion	5	4.4%						





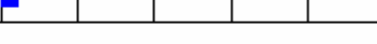
Ordering Documents

Response	Count	Percent	0	20	40	60	80	100
Strongly Agree	47	42.3%						
Agree	51	45.9%						
Disagree	6	5.4%						
Strongly Disagree	1	0.9%						
No Opinion	6	5.4%						

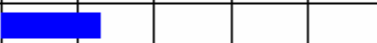



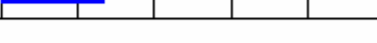
System Disruptions/Downtime

Response	Count	Percent	0	20	40	60	80	100
Strongly Agree	65	57.5%						
Agree	38	33.6%						
Disagree	2	1.8%						
Strongly Disagree	0	0.0%						
No Opinion	8	7.1%						





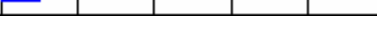
Product/Services Changes

Response	Count	Percent	0	20	40	60	80	100
Strongly Agree	45	39.8%						
Agree	58	51.3%						
Disagree	5	4.4%						
Strongly Disagree	0	0.0%						
No Opinion	5	4.4%						

Submitting Documents





Response	Count	Percent	0	20	40	60	80	100
Strongly Agree	28	26.2%						
Agree	40	37.4%						
Disagree	8	7.5%						
Strongly Disagree	2	1.9%						
No Opinion	29	27.1%						

Training Opportunities

Response	Count	Percent	0	20	40	60	80	100
Strongly Agree	39	36.4%						
Agree	48	44.9%						
Disagree	8	7.5%						
Strongly Disagree	1	0.9%						
No Opinion	11	10.3%						

Reference Fig 5.3

**When contacting DTIC, how important is it for you to speak with a "live person"?
(Click on one)**

Response	Count	Percent	0	20	40	60	80	100
Extremely Important	68	59.6%						
Very Important	32	28.1%						
Important	9	7.9%						
Not Very Important	5	4.4%						
Not at All Important	0	0.0%	